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November 20, 2007

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Federal Communications Commission
Office of the Secretary

Marlene H. Dortch, Secretary
Federal Communications Commission
c/o Natek, Inc.
236 Massachusetts Avenue, N.E.
Suite 1100
Washington, DC 20002

DOCKET FILE COPY ORIGINAL

Re: MB 04-233
FCC Public Hearing on Localism
Washington, DC - October 31, 2007

Dear Ms. Dortch:

CBS Radio Inc. hereby submits its comments in response to testimony made in the FCC public hearing on localism on October 31, 2007 by Andrew J. Schwartzman, speaking on behalf of Media Access Project. Mr. Schwartzman's statements that local, commercial broadcasters in southern California did not provide local coverage of the devastating wildfires that spread from Los Angeles to San Diego were inaccurate and an affront to the actions of local stations determined to provide critical information to their listeners. These statements must be corrected for the record.

The response of CBS Radio stations KXYX and KSCF in San Diego was typical of the emphasis CBS Radio stations place on serving their local communities. The attached journal of a local station employee details the enormous efforts of the stations to respond to the tragic local events as they unfolded. The stations discontinued regular programming to provide comprehensive coverage of the wildfires and the danger to local residents. During the crisis, the stations only played music when necessary to allow staff to compile up-to-the-minute information to broadcast to the San Diego community. Otherwise, the stations provided comprehensive coverage, moving from news and information of the disaster and evacuations, to mobilizing local relief efforts as the focus of the San Diego area turned from battling the fires to relief and rescue efforts. This critical local coverage was further evidenced by the spike of visitors to the stations' websites, with unique visitors increasing over 40% as the station provided instant information on-air and on-line. Comments from the listening public by phone and email thanking the stations for their comprehensive coverage of the wildfires were common during and

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LIST ABOVE




Marlene Dortch, Secretary
November 20, 2007
Page -2-

after the disaster. The attached compact disc contains two compelling, representative samples of the connection between the station and the San Diego community during this crisis.

Thank you for your attention to this matter. CBS Radio strongly believes it is vital to correct the record to reflect the efforts of local stations to provide live, comprehensive information to the local community during the southern California wildfires.

Very truly yours,


Steven A. Lerman
General Counsel
CBS Radio Inc.

cc: Rebecca Lockhart, Mass Media Bureau



October 31, 2007

To: Peter Schwartz, VP/Market Manager
CBS Radio, San Diego, CA

Fr: Charlie Quinn, VP Programming
CBS Radio, San Diego, CA

RE: KyXy/ KSCF SAN DIEGO WILDFIRE COVERAGE

At 4:05 a.m. (Pacific) Monday, October 22, 2007 CBS Radio's KyXy and KSCF San Diego, CA began intensive and continuous coverage of the California wildfires.

KyXy 96.5

Mon. 10/22/07

4:05a On my instructions KyXy and KSCF board operators began simulcast coverage of the fires using the audio from television news partner NBC 7-39 KNSD-TV.

4:57a KyXy discontinued simulcast audio broadcast of NBC 7-39 KNSD-TV coverage as KyXy morning personality Sonny West and KyXy News Director, John Q. Lawrence began co-anchoring continuous coverage of the wildfires from our studios.

Traffic reporter Kevin Dean offered correspondent coverage as he drove the roads of Escondido and the affected east county. KyXy co-morning personality, Susan DeVincent offered correspondence coverage from the Carmel Valley, Del Mar, Solana Beach and Encinitas communities in the northwestern part of our county.

Pg. 2

KyXy/KSCF San Diego, CA

Wildfire coverage notes (cont)

Mon. 10/22/07

KyXy anchors aired continuous calls of listener observations in their areas. School cancellations, road closures, evacuation centers, areas affected by the fires were continually listed by our anchors. Official spokespersons from Cal Fire, American Red Cross, police and emergency personnel were on our airwaves multiple times with tips on what to take with you if you're evacuated, informing listeners about the reverse 9-1-1 advisories.

- 9:00 a.m. While many San Diego radio and television stations were knocked off the air for as long as two hours, both KyXy and KSCF continued at full power without interruption. We immediately restructured the homepage of both our websites including wildfire evacuation maps, emergency phone numbers, locations of evacuation centers for people and pets, hyperlinks to California Department of Forestry's update page, utility company reminders on how to prepare your house for best possible survivability before evacuating, etc. Blog forums were also created allowing those with internet access to pass along their observations and advise to those in their area all remaining active for more than a week.
- 11:00 a.m. KyXy began playing one to two songs in between wildfire coverage breaks giving our limited staff the opportunity to source updated information and get it on the air as quickly as possible. KyXy's morning personalities stayed on the air from 5am to 11:30am as KyXy's midday personality co-anchored KSCF's wildfire coverage.
- 11:30 a.m. Fill-in KyXy midday personality, Jeff Gelder relieved our morning team and continued to offer live, local updates on the wildfires after every one to two songs throughout the day. As KyXy covered the eight fires in our county we continually aired all news conferences by San Diego County authorities updating the status of fire containment, communities under evacuation orders and shelters, road closures, school closings, emergency phone numbers, etc. We were among the first with news that SD county schools would be closed for the remainder of the week.

Pg. 3

KyXy/KSCF San Diego, CA
Wildfire coverage notes (Cont)

KyXy Mass Email Blast Sent Mon. Oct. 22, 2007 (29,700+ people)



Wild Fire 2007 Update

Soft Rock KyXy 96.5 would like to encourage residents to call **2-1-1** for all non-emergency calls related to this fire. Due to large call volume, residents are also urged to find fire information online at [**www.211SanDiego.org**](http://www.211SanDiego.org)

Residents may also call the **City of San Diego Community Access Phone at 619-570-1070** for additional fire information.

San Diego County officials have set up a series of evacuation centers around the county to help the thousands of people affected by the pair of wildfires that began burning on Sunday.

Evacuees from the Witch Creek Fire are being told to go to:

Escondido High School at 1535 North Broadway in Escondido

Mira Mesa High School at 10510 Reagan Road in Mira Mesa, just off Mira Mesa Boulevard

Santana High School at 9915 Magnolia in Santee

Earlier, evacuees had been told to go to Poway High School at 15500 Espola Road, but as the fire moved toward Poway, that center was closed.

Harris Fire evacuees can go to:

Steele Canyon High School at 12440 Campo Road, Spring Valley

The Campo Community Center at 976 Sheridan Road

Poway residents can go to:

The Poway Community Center at 13094 Civic Center Drive.

Coronado Hills Fire evacuees can go to:

Mission Hills High School at 1 Mission Hills Court in Escondido

As other shelters fill up, officials have opened up Qualcomm Stadium in Mission Valley to handle overflow. While Qualcomm is not covered, it is well away from the burn areas.

Pg. 4

KyXy/KSCF San Diego, CA
Wildfire coverage notes (Cont)

Red Cross Contributions can be made via www.redcross.org or call 858-309-1200.

If you cannot evacuate your pets on your own and require assistance please call **The San Diego Humane Society at 619.236.4250** and press "1" for emergency services.

For livestock emergencies please call the **Animal Rescue Hotline 619.299.0871.**

If you are home and do not need to be out on the road - please keep the roadways clear. Please stay indoors as the air quality is very poor.

For updated information visit The San Diego County Emergency Home Page as well as www.kyxy.com.

- 2:00 p.m. By this point on Monday there was very little updated information filtering to the media with regard to updates on the fires themselves, injuries, property damage. KyXy afternoon personality Gene Knight took over anchoring our wildfire coverage. The focus of all media by this point was to cover the evacuation centers, get eyewitness accounts of those affected and to ask for the public's help donating supplies to the many evacuation centers.
- 3:30 p.m. For residents in the far north county area of Fallbrook affected by the Rainbow fire travel south was completely restricted and KyXy along with Metro Traffic reporter Liza Lake directed listeners in that area to a newly opened evacuation center further north in Orange County.
- 7:00 p.m. KyXy evening Love Songs host Kris Toledo was unable to reach the radio station by car due to road closures and part-time talent Marlo Rhodes filled in. She continued to give in depth updates on the wildfires after every one to two songs through out the evening. Early in her show she reported the first mandatory evacuation notice of the beach community Del Mar.
- 11:00 p.m. Evening coverage continued on KyXy after every second song throughout Tuesday evening and the overnight hours early Tuesday morning.

Pg. 5

KyXy/KSCF San Diego, CA
Wildfire coverage notes (Cont)

Tue. Oct. 10/23/07

- 12:17 a.m. KyXy overnight personality, Ralph Rodarte's first wildfire update included the observation that two of the major local television stations had returned to regular programming just minutes before signaling the first hint that fire fighters and emergency personnel were beginning to get the upper hand on the wildfires.
- 3:15 a.m. Two new fires breaks out in southeast San Diego, the Wildcat Canyon and San Miguel fires. KyXy reported that listeners were watching the fire and feared it was coming dangerously close to residents in their area. We recommended that if listeners not wait for official orders to evacuate if they believe that their situation warrants it. Our personality was first to include a new text message service for emergency information which was added overnight to the 2-1-1 telephone information service.
- 4:38 a.m. KyXy began passing along word that evacuation centers needed donations of toiletries including baby diapers, wipes, toilet paper, tooth brushes, tooth paste and sanitary products.
- 5:36 a.m. The KyXy morning show returns to the studio in full-force the morning of "day two" with continuous coverage of the wildfires. Much of the morning was focused on listener calls asking about evacuation status and road closings in their neighborhoods, all of which were answered on the air to share with all. The discussion on evacuation today began with necessary items to take from your home if you are evacuated i.e. birth certificates, personal papers and documents, pictures, clean water, a first aid kit, pets, etc.
- 5:40 a.m. KyXy News Director John Q. Lawrence announces a new fire and mandatory evacuation in the La Jolla Indian reservation and Palomar Mountain area with evacuation center set up at Harrah's Rincon Casino Resort.
- 5:46 a.m. With Santa Ana winds calming down, fire fighting aircraft are able to begin delivering water and fire retardants in critical areas. The KyXy morning show began soliciting the community to bring bottled water to the radio station for delivery to the largest of the evacuation centers, Qualcomm stadium where 10,000+ people were in need of basic essentials. With a "play on words" we launched our own "Water Drop" campaign for five hours where

Pg. 6

KyXy/KSCF San Diego, CA

Wildfire coverage notes (Cont)

Morning show co-host Susan DeVincent set up a portable microphone outside the studios and collected donations of water from listeners.

- 7:06 a.m. KyXy News Director announces a new stand-by evacuation advisory for military families at Camp Pendleton. This was the first notice of what eventually became an enormously disruptive fire that shut down the I-5 freeway in both directions later in the day.
- 9:24 a.m. The KyXy morning show announced an 11:00 a.m. planned extension of their broadcast after incredible listener response to their "water drop" campaign resulted in the filling up three trucks full of bottled water to be delivered to Qualcomm stadium's evacuation center.
- 11:06 a.m. For the remainder of our broadcast day KyXy maintained a schedule of one to three minute emergency updates by air personalities every 10 minutes.

Wed. 10/24/07

- 5:39 a.m. On day three of the wildfires the KyXy morning show shifted their focus to fires burning in the far northwest reaches of San Diego county. They announced that at sunrise on day three of the wildfires the I-5 freeway was closed at Camp Pendleton with the fires crossing the northbound lanes.

By 9am with calmer winds aiding firefighters and news of containment percentages growing KyXy began to focus on community aid, soliciting for donations of cash for the American Red Cross and Salvation Army. We also continued to air all news conferences from authorities regarding wildfire containment, road closures, school and business closings, collection of goods for evacuation centers.

Pg. 7

KyXy/KSCF San Diego, CA

Wildfire coverage notes (Cont)

7:00 p.m. At the end of afternoon drive time traffic with nearly all freeways open and some evacuees allowed to return to their homes KyXy returned to regular programming. Air personalities gave updates on air quality concerns, promoted fundraising efforts of private businesses working to raise money to assist with rebuilding and repair of damaged property.

Fri. 10/26/07

5:30 a.m. The KyXy morning show went live on location partnering with NBC 7-39 Television in a marathon fundraising broadcast for Salvation Army fire relief efforts. Broadcasting live from NBC Plaza in downtown San Diego the Sonny & Susan show shared air time with the television morning team staying on the air until 11:00 a.m. and raising more than \$30,000 in firestorm relief.

KSCF (Sophie) 103.7

Mon. 10/22/07

5:11 a.m. From 12 midnight through 9am KSCF dropped regular programming in favor of audio from television partner NBC 7-39 KNSD-TV. I personally took charge of presenting local "cut ins" twice per hour with school and road closings, evacuation listings, locations of evacuation centers and requests to the public for cash donations to the Red Cross.

9:00 a.m. KyXy midday fill-in personality Jeff Gelder joined KSCF midday talent J.T. for team beginning team coverage of the wildfires until 11:30am.

11:30 a.m. KSCF air personalities prepared one to three minute wildfire updates aired every ten minutes from 11:30am Monday 10/22 through Tuesday 10/23 at 5 a.m. On Monday afternoon we did an email blast to our KSCF database below:

Pg. 8

KyXy/KSCF San Diego, CA
Wildfire coverage notes (Cont)

KSCF Mass Email Blast Sent Mon. Oct. 22, 2007 (1,700+ people)



Wild Fire 2007 Update

Sophie@103.7 would like to encourage residents to call **2-1-1** for all non-emergency calls related to this fire. Due to large call volume, residents are also urged to find fire information online at www.211SanDiego.org

Residents may also call the **City of San Diego Community Access Phone** at **619-570-1070** for additional fire information.

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Pg. 9
KyXy/KSCF San Diego, CA
Wildfire coverage notes (Cont)

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For livestock emergencies please call the **Animal Rescue Hotline** **619.299.0871**.

If you are home and do not need to be out on the road - please keep the roadways clear. Please stay indoors as the air quality is very poor.

For updated information visit The San Diego County Emergency Home Page as well as www.RadioSophie.com.

Tue. 10/23.07

- | | |
|------------|--|
| 5:00 a.m. | KyXy News Director, John Q. Lawrence presented two brief wildfire updates hourly on KSCF from 5:00 am. – 9:00 a.m. |
| 12:00 p.m. | <p>KSCF announced the need for toiletries at evacuation sites including toilet paper, tooth brushes and tooth paste, baby diapers, wipes, brushes, hairspray, deodorant, soap, etc. As an incentive to get listeners to drop by these items for transport to Qualcomm stadium we presented our "Donations for Dedications" campaign playing any song (within good taste) for those donating between 2pm and 7pm that afternoon.</p> <p>Three complete trucks of toiletries were accumulated at our offices and more than 50 song requests were played on KSCF. The station received varied requests reflecting the unsettled mood of the public such as Joni Mitchell's Woodstock, Always And Forever from Heatwave, Happy Together from The Turtles and even the San Diego NFL Chargers fight song.</p> |

DOCKET NO. 04 233

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ICD [scribble]